

India – Nagaland

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The India - Nagaland GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components India could include in a comprehensive tobacco control program.

The India – Nagaland GYTS was a school-based survey of students in standards 8-10, conducted in 2001. A two-stage

cluster sample design was used to produce representative data for all of Nagaland. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 80.4%, and the overall response rate was 80.4%. A total of 2221 students participated in the India – Nagaland GYTS.

Prevalence

29.0% of students had ever smoked cigarettes (Male = 37.0%, Female = 20.3%)
 63.0% currently use any tobacco product (Male = 69.1%, Female = 56.4%)
 19.4% currently smoke cigarettes (Male = 25.7%, Female = 12.9%)
 45.1% currently use other tobacco products (Male = 45.8%, Female = 44.5%)
 26.7% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

35.0% think boys and 27.4% think girls who smoke or chew tobacco have more friends
 47.0% think boys and 19.6% think girls who smoke or chew tobacco look more attractive

Access and Availability - Current Smokers

45.6% usually smoke at home
 52.5% buy cigarettes in a store
 84.3% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

78.1% live in homes where others smoke
 81.4% are around others who smoke in places outside their home
 33.2% think smoking should be banned from public places
 26.9% think smoke from others is harmful to them
 40.1% have most or all friends who smoke

Cessation - Current Smokers

81.3% want to stop smoking
 55.3% tried to stop smoking during the past year
 59.5% have ever received help to stop smoking

Media and Advertising

63.3% saw anti-smoking media messages, in the past 30 days
 81.7% saw pro-cigarette ads on billboards, in the past 30 days
 51.1% saw pro-cigarette ads in newspapers and magazines, in the past 30 days
 16.4% have an object with a cigarette brand logo
 12.7% were offered free cigarettes by a tobacco company representative

School

22.0% had been taught in class during the past year about the dangers of smoking
 19.5% had discussed in class during the past year reasons why people their age smoke
 28.1% had been taught in class during the past year the effects of tobacco use

Highlights

- 63% of students currently use any form of tobacco; 19% currently smoke cigarettes; 45% currently use some other form of tobacco.
- ETS exposure is very high – almost 8 in 10 students live in homes where others smoke; 8 in 10 are exposed to smoke in public places.
- One-fourth of students think smoke from others is harmful to them.
- 1 in 3 students think smoking in public places should be banned.
- 8 in 10 smokers want to quit.
- Over 6 in 10 students saw anti-smoking media messages in the past 30 days; 8 in 10 students saw pro-cigarette ads on billboards in the past 30 days; half of students saw pro-cigarette ads in newspapers or magazines in the past 30 days.